



# **TURKEY**

## **MEDIA LANDSCAPE**

[www.themediavantage.com](http://www.themediavantage.com)



# Country Overview

UNIQUE INTERSECTION OF CULTURE AS THE NATION BRIDGES ASIA WITH EUROPE

## Overview of Turkey



CAPITAL  
**Ankara**

REGION  
**Middle East**

GDP PER CAPITA, PPP  
**\$28,133**

GDP  
**\$761 billion**

POPULATION  
**83,429,615**

AREA  
**783,562 SQ.KM**

Increased privatization in finance and other sectors helped create a dynamic and resilient economy attractive to foreign investment.

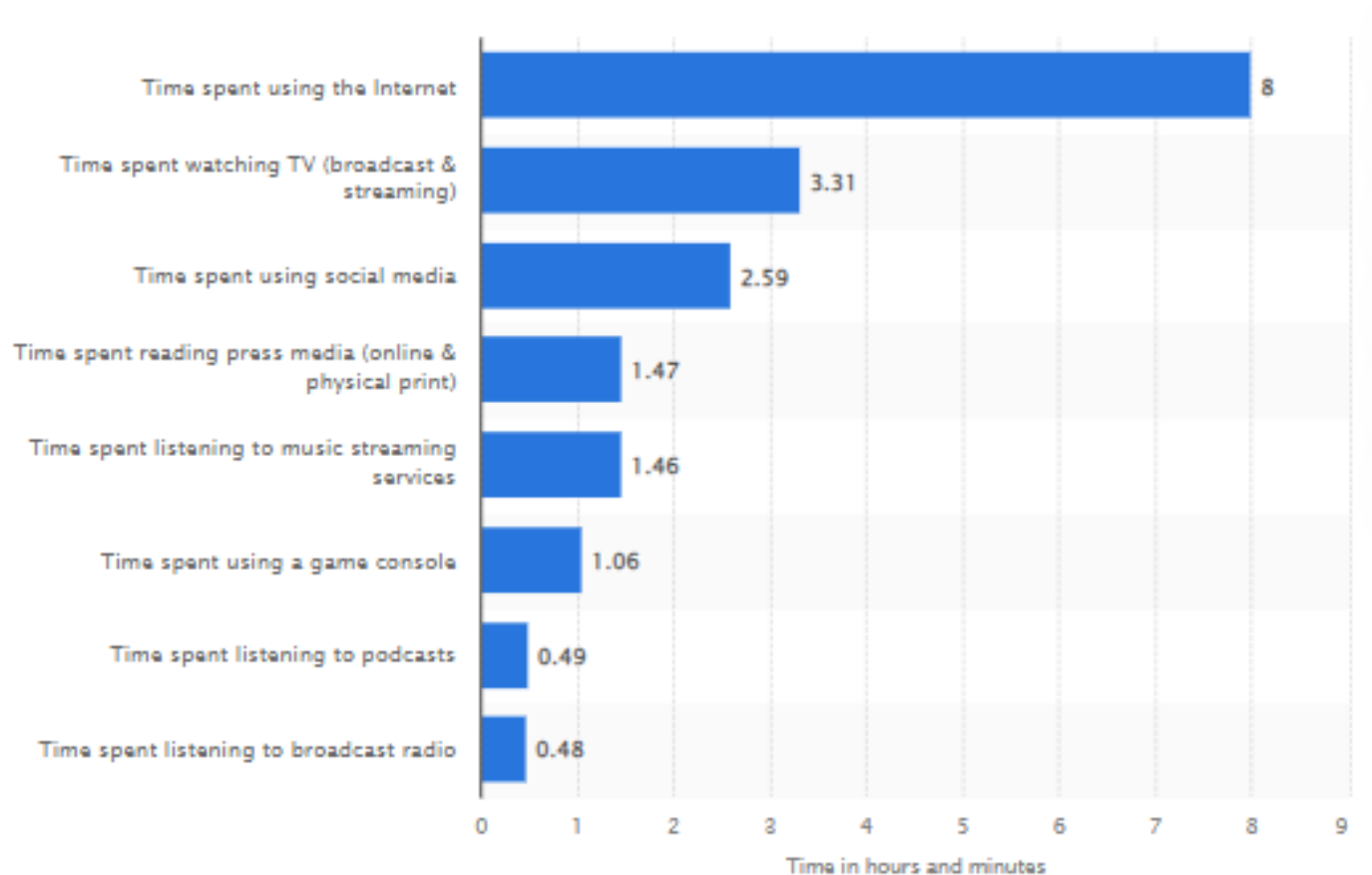
Turkey is a founding member of the United Nations and the OECD. It is also active in NATO, the Council of Europe and other international organizations.

The country is overwhelmingly Sunni Muslim, though influences of bygone Roman and Byzantine rule pepper the streets and skyline.

# Media Consumption Overview

## A DIGITALLY DRIVEN SOCIETY

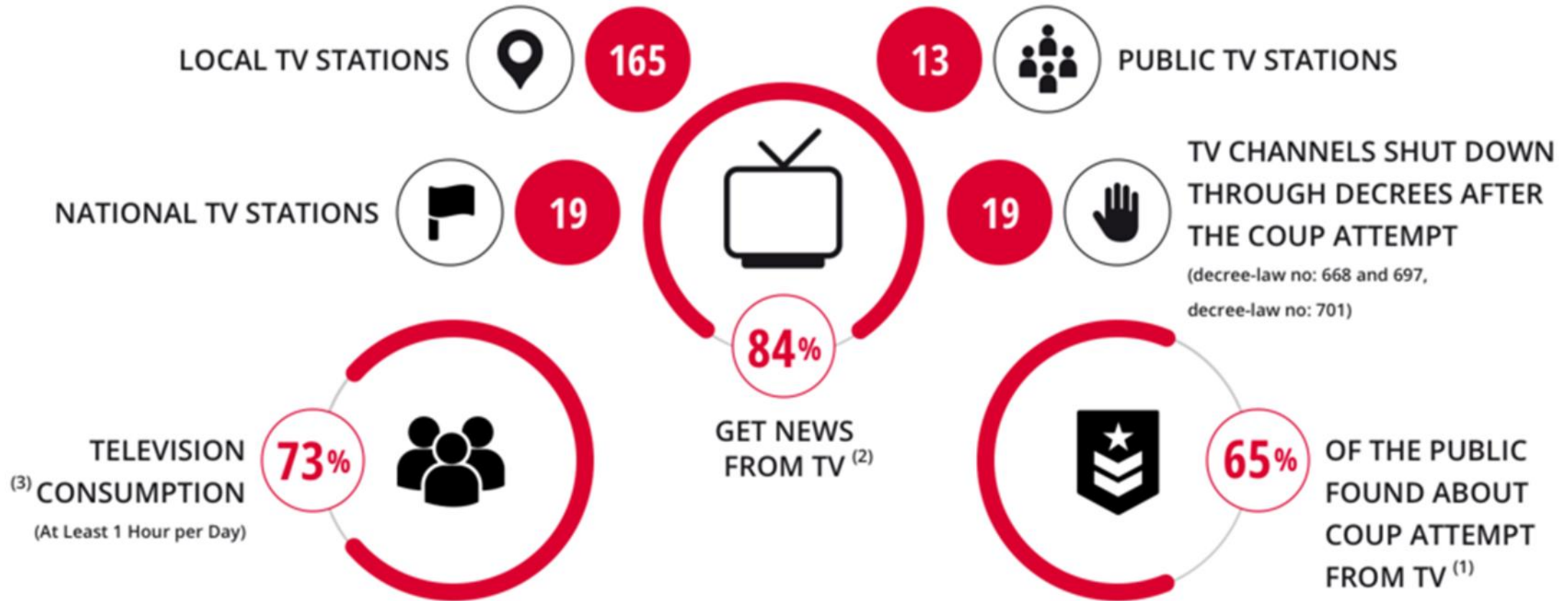
### Average daily media use in Turkey in 2021 (hr.min)



- The average internet user in Turkey spent approximately eight hours per day online in 2021. The users spent over three and a half hours watching TV and another three hours using social media. The least popular media type among internet users was broadcast radio.
- Traditional media still command large audiences. Almost 92% of internet users polled in Q1 2020 had watched live TV in the prior month, and two-thirds had listened to broadcast radio.
- Readership of print newspapers and magazines dropped more than 7 percentage points YoY to 64.3% and 57.5%, respectively (2020).

# TV Consumption

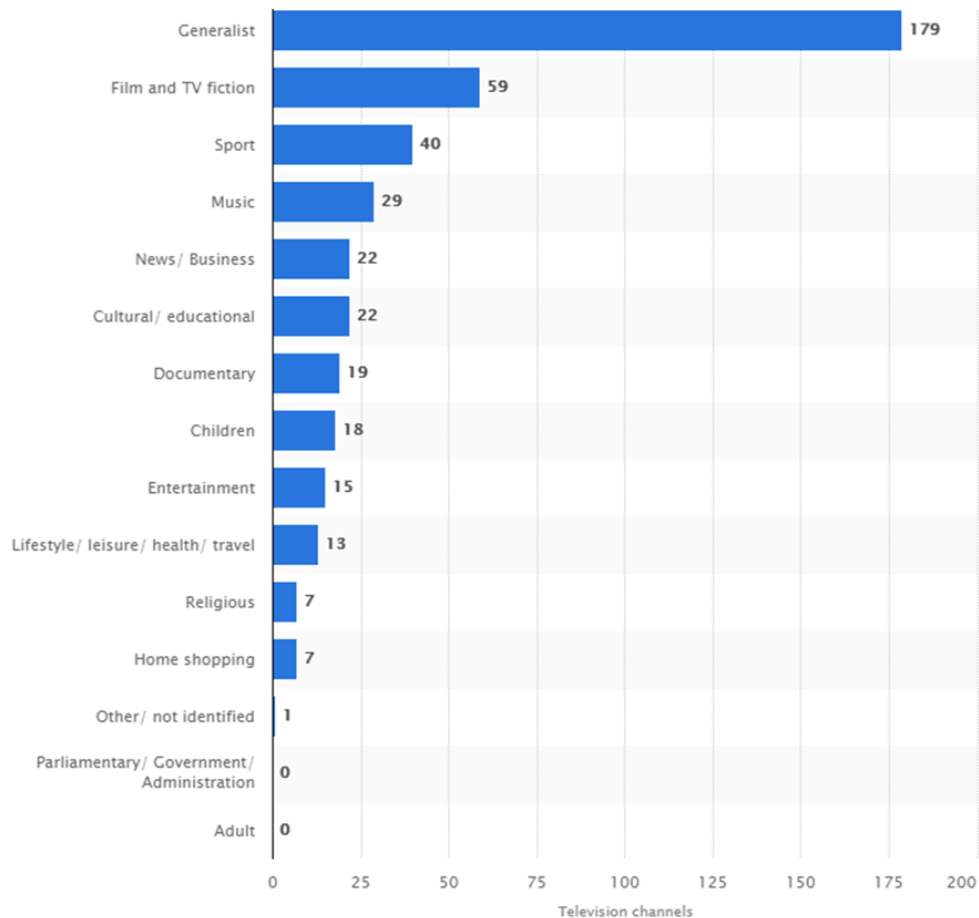
SHARE OF TV VIEWERS DECLINED IN 2019



# TV Consumption

DESPITE THE DECLINE DEMONSTRATED BELOW, 2020 SAW TV WIN BACK ITS AUDIENCES

## TV Channels Available In Turkey 2019, By Genre



- The decline in share of viewership among the population also reflected on the time spent with TV.
- Time spent a 10 year low in 2019, with just 78 minutes being spent with the medium.
- This, however, reversed in 2020 as we saw TV win back the largest share of audience after online news.

# TV Consumption

## TOP TV CHANNELS

### ATV

**Share of total viewing (daily):** 12.5%

ATV is a Turkish free-to-air television national network that was launched in September 1993. ATV is an acronym of Actual Television (Aktüel Televizyonu). The current owner is Turkuvaz Media Group. As of August 2013, ATV is Turkey's most popular channel.



### Kanal D

**Share of total viewing (daily):** 8.40%

Kanal D is a nationwide television channel in Turkey and part of Demirören Group. The network also runs an international channel, Euro D which is available online, and had the first high-definition channel in Turkey, Kanal D HD. It is broadcast via satellite to 27 countries and shows general entertainment, music, movies, documentaries, series and more.



### TV8

**Share of total viewing (daily):** 5.17%

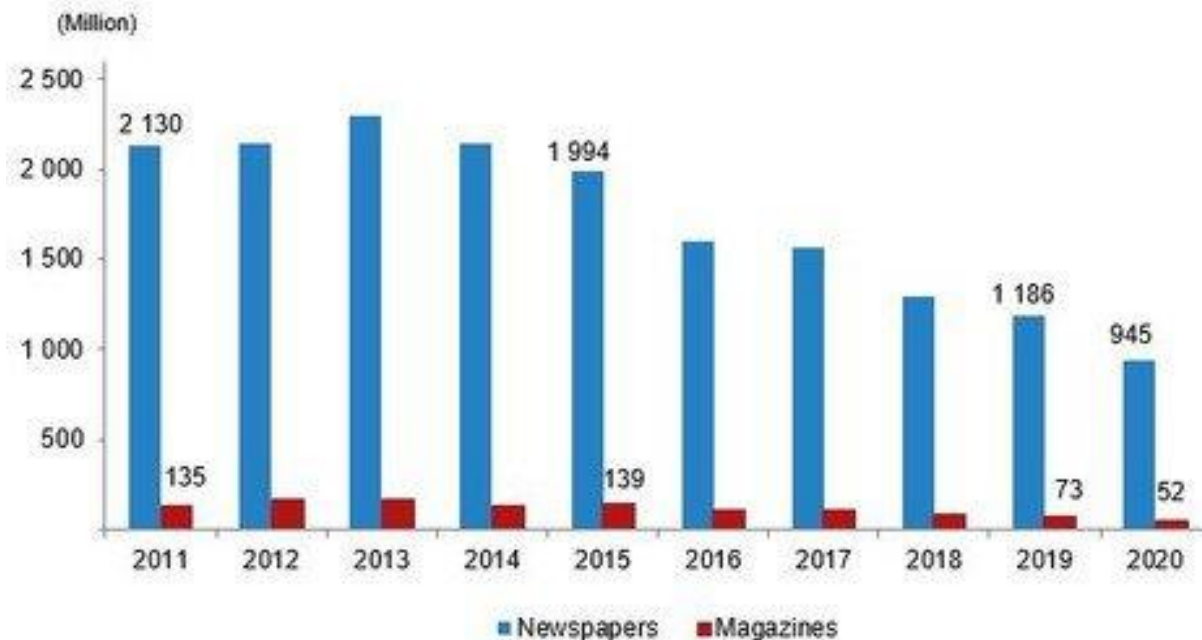
TV8 is a television station owned by MNG Media Group, which started broadcasting on 22 February 1999. Its current owner is Acun Ilıcalı. Outside of the terrestrial broadcast Cable TV, Teledünya, Tivibu, Digiturk, D-Smart and satellite broadcasts to reach the audience.



# Print Consumption

READERSHIP IS CURRENTLY THE LOWEST IT HAS BEEN IN YEARS

**Circulation of newspapers and magazines  
2011-2020**



- More than 90 percent of the newspapers published in 2020 were local, 6.5 percent were national, and 2.4 percent were regional publications.
- Print newspapers continues to be well read by international standards, though the circulation is declining.

# Print Consumption

## TOP PRINT TITLES

### Hurriyet

**Circulation: 334,000**



Hürriyet is one of the most popular Turkish-language newspaper in Turkey. It was founded in 1948 and is the highest circulating newspaper in country. It has a mainstream, liberal and conservative outlook. The editorial line is considered middle-market, combining entertainment value with comprehensive news coverage and a strong cadre of columnists.

### Milliyet

**Circulation: 182,955**



Milliyet (nationality) is a major Turkish-language daily newspaper published in Istanbul, Turkey. The internet edition often incorporates sensational material from The Sun and Daily Mail. In September 2009, Milliyet opened its digital archive becoming the first Turkish newspaper to do so.

### Sabah

**Circulation: 305,714**



Sabah (morning) is a Turkish-language daily newspaper in Turkey. The newspaper was founded in Izmir by Dinç Bilgin on 22 April 1985. It is a pro-government newspaper that covers news on politics, economy, business, lifestyle, arts, sports and International affairs.

### Daily Sabah

**Circulation: 7,100**

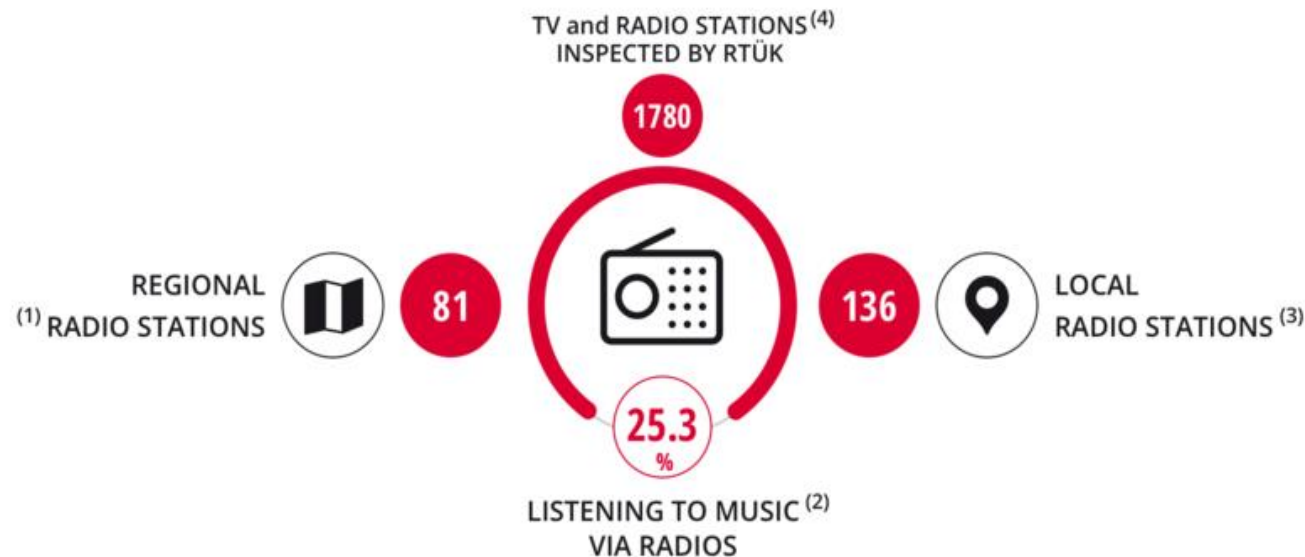


Daily Sabah (Daily Morning) is a daily newspaper published in Turkey. It was launched in 2014 and is published in English, German and Arabic-language and owned by Turkuvaz Media Group. It is a pro-government newspaper and acts as a propaganda outlet for English speaking conservative population.



# Radio Consumption

37 MILLION TURKS LISTEN TO RADIO PER WEEK.



- 58.7 percent of Turkey's population over the age of 12 listens to the radio at least once a day
- Considering the radio listeners in Turkey by age group, the rate of listening is the highest among the population over the age of 45 (65.6%)
- 52.9 percent of women and 62.6 percent of men listen to the radio, and the average radio listening time is more than three hours per day (2020)

SOURCES: (1) RATEM / Türkiye Radyo ve Televizyon Yayıncılığı Sektör Raporu, 2018 (2) KONDA Barometer 2019-2020 Data (3) Local Media Database Research 2021 (4) Reply from a RTÜK member

# Radio Consumption

## TOP RADIO STATIONS



### **Kral FM**

**Frequency:** FM 92.0

Kral FM is a radio station based in Istanbul, Turkey. It mainly focuses on Pop music but also has news and information-based programs, targeting a wider audience.



### **TRT FM**

**Frequency:** FM 88.8

Radyo 2, also known as TRT FM, is a radio network of Turkish Radio and Television Corporation (TRT). This network is specialized on Turkish popular music.



### **Radyo 7**

**Frequency:** FM 104.6

Radyo 7 is a radio station broadcasting from Istanbul, Turkey and was founded in 1999 by Zekeriya Karaman. Mainly known for broadcasting hit music, Radyo 7 also delivers journalism and news related programs to its audience.



### **A Haber Radyo**

**Frequency:** FM 90.2

A Haber Radio is a private news radio channel providing its listeners with the most accurate information as soon as possible with its live broadcast. It serves as a 24/7 instant news frequency of ATV which is TV news channel.

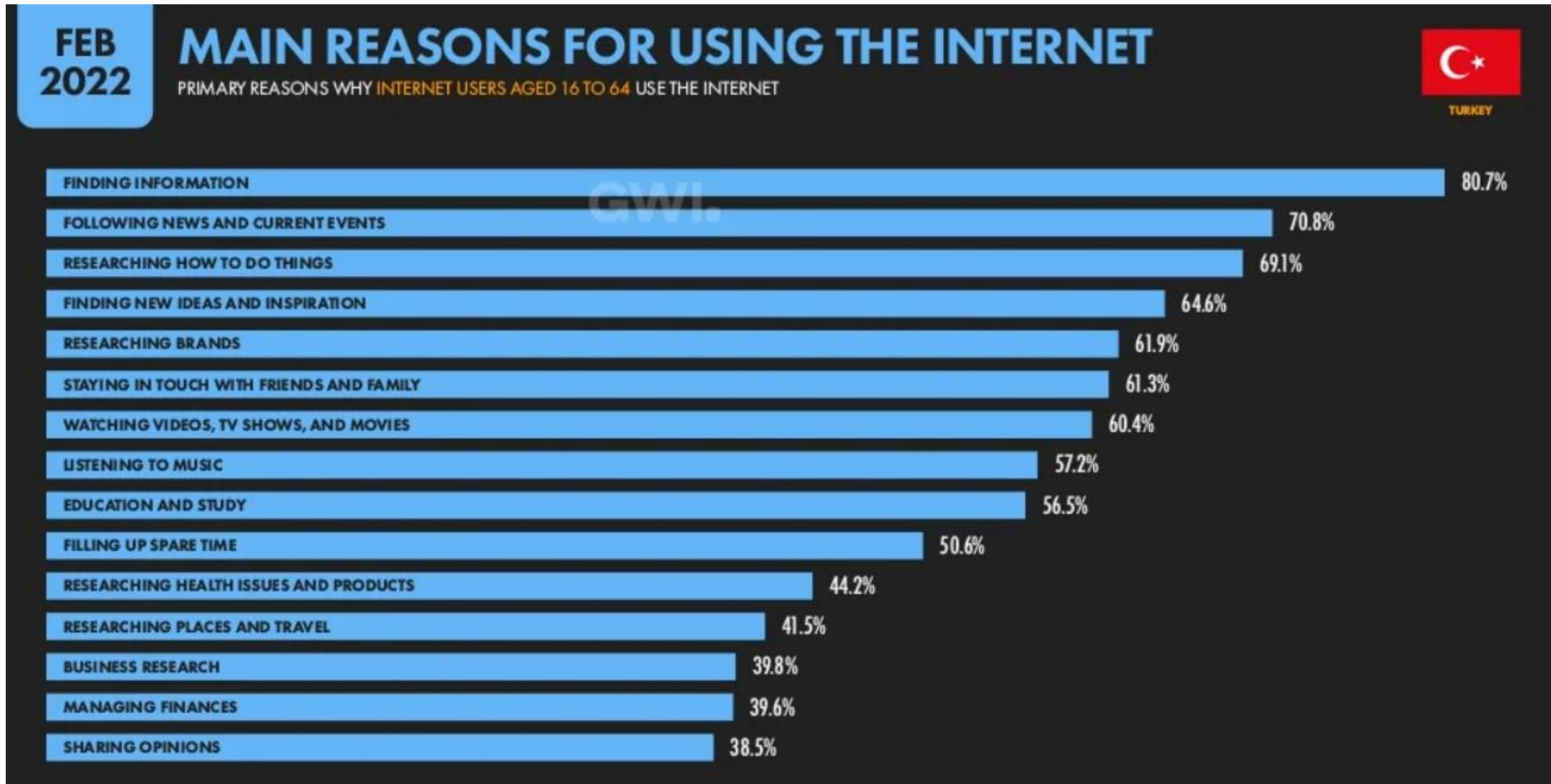
# Digital Consumption

INTERNET PENETRATION RATE STOOD AT 82% OF THE TOTAL POPULATION AT THE START OF 2022



# Digital Consumption

FINDING INFORMATION IS THE PRIMARY REASON FOR USING INTERNET



# Digital Consumption

TURKS SPEND THE MOST TIME ON YOUTUBE

FEB  
2022

## MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SIMILARWEB, BASED ON ANNUAL WEBSITE TRAFFIC FOR FULL-YEAR 2021



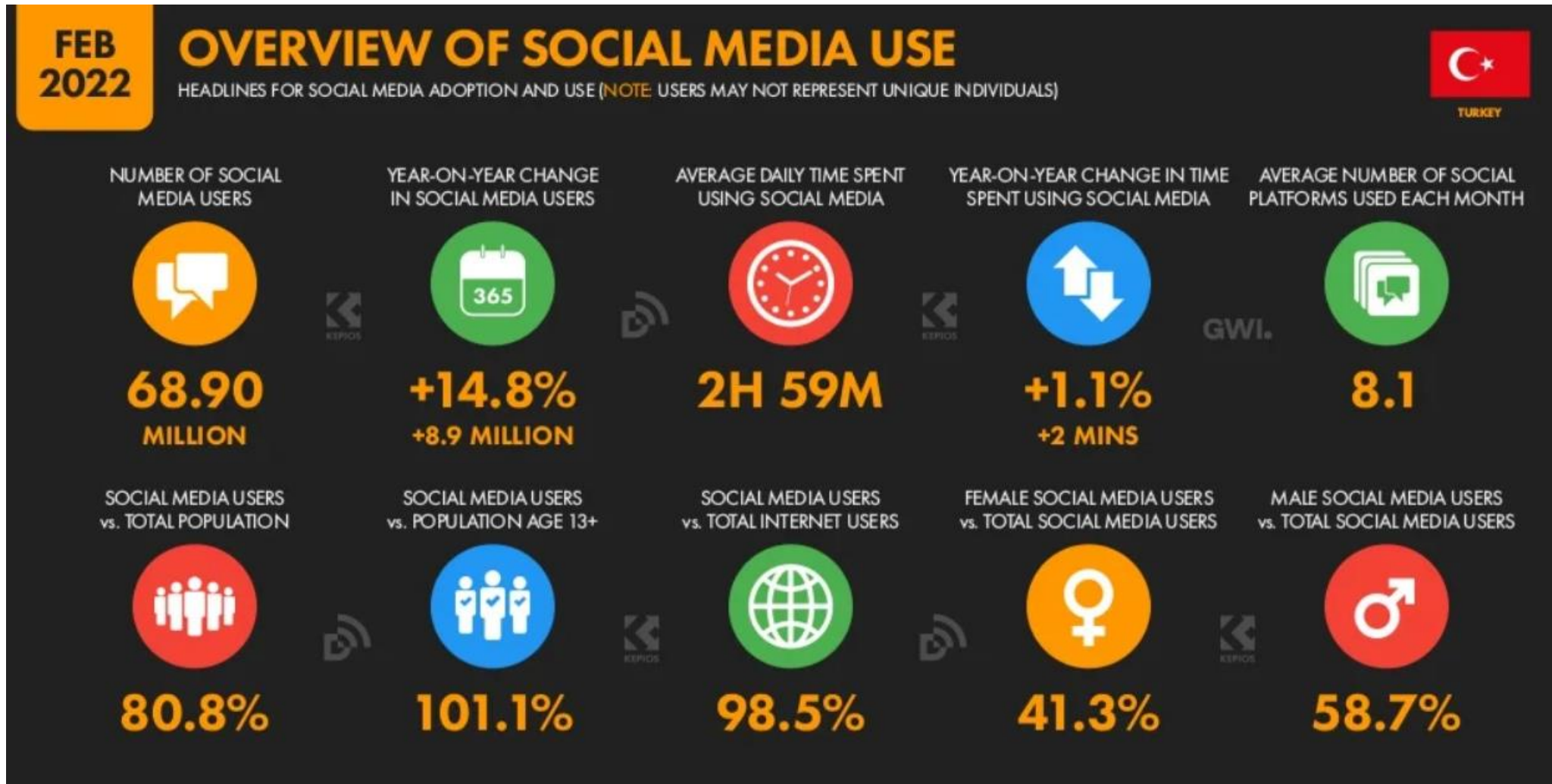
#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	27.2B	70.0%	30.0%	10M 22S	8.90
02	YOUTUBE.COM	9.92B	20.1%	79.9%	21M 34S	11.70
03	FACEBOOK.COM	4.29B	67.6%	32.4%	8M 01S	7.73
04	TWITTER.COM	3.66B	73.2%	26.8%	11M 14S	11.69
05	INSTAGRAM.COM	3.16B	74.1%	25.9%	10M 25S	12.68
06	TRENDYOL.COM	2.39B	75.9%	24.1%	6M 27S	7.57
07	GOOGLE.COM.TR	2.08B	32.9%	67.1%	8M 21S	10.25
08	HURRIYET.COM.TR	2.08B	85.6%	14.4%	4M 22S	5.04
09	SOZCU.COM.TR	1.82B	84.8%	15.2%	6M 35S	4.84
10	SAHIBINDEN.COM	1.42B	65.6%	34.4%	10M 10S	17.64

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
11	MILLIYET.COM.TR	1.40B	84.0%	16.0%	4M 17S	6.88
12	TURKIYE.GOV.TR	1.21B	59.8%	40.2%	4M 40S	7.15
13	HEPSIBURADA.COM	1.17B	60.8%	39.2%	5M 33S	5.73
14	SABAH.COM.TR	1.14B	89.2%	10.8%	2M 13S	6.38
15	YANDEX.COM.TR	1.14B	36.6%	63.4%	9M 51S	10.77
16	EKSISOZLUK.COM	1.09B	51.9%	48.1%	8M 30S	6.11
17	WHATSAPP.COM	979M	16.5%	83.5%	3M 36S	1.74
18	EBA.GOV.TR	975M	37.0%	63.0%	8M 13S	7.78
19	HABERTURK.COM	819M	78.2%	21.8%	5M 30S	5.31
20	ZOOM.US	772M	46.2%	53.8%	6M 34S	3.53



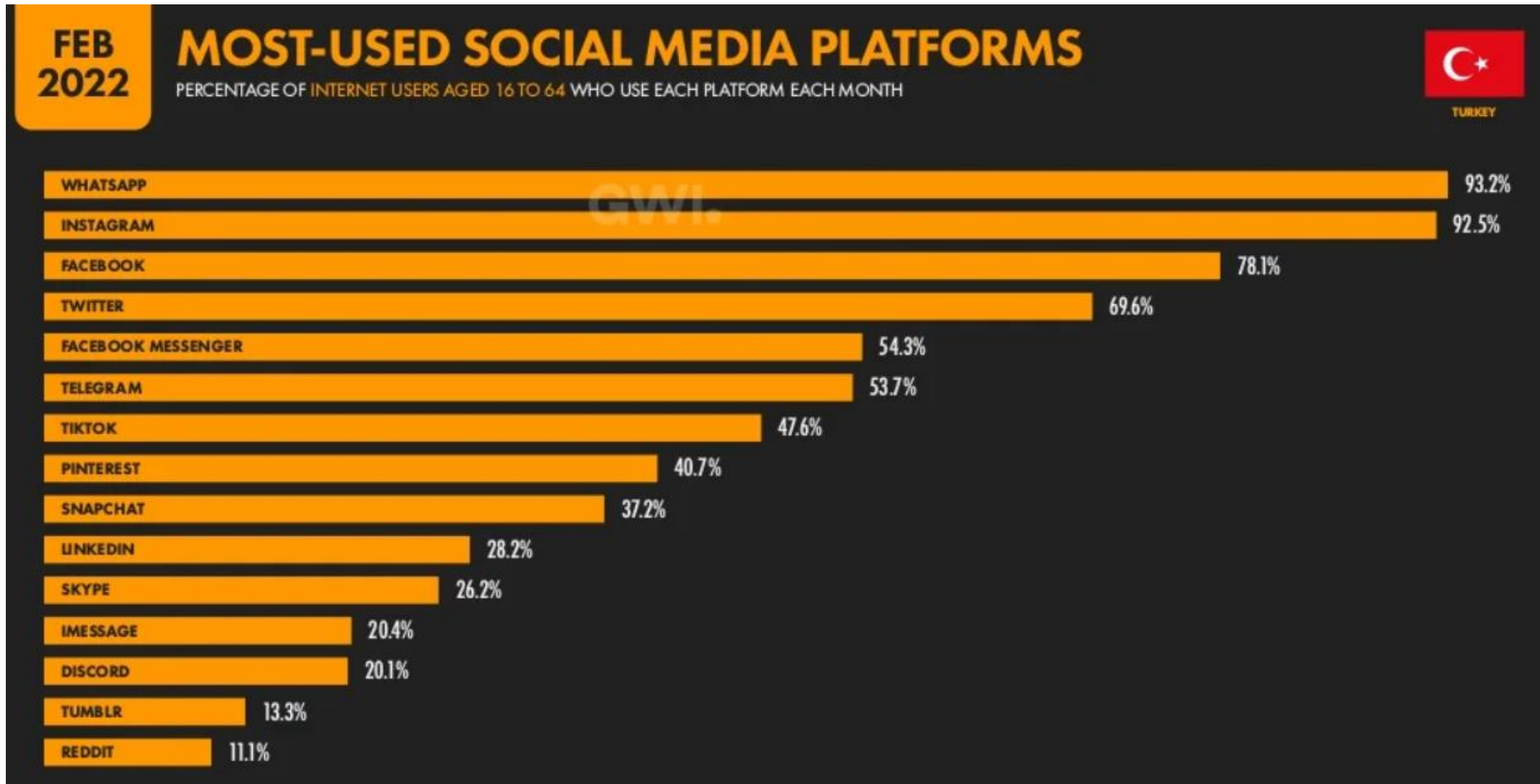
# Digital Consumption

SOCIAL MEDIA USERS INCREASED BY 8.9 MILLION (14.8%) BETWEEN 2021 AND 2022



# Digital Consumption

INSTAGRAM IS THE MOST USED SOCIAL MEDIA IN THE COUNTRY



# Let's Discuss

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